



## Summary

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### **Among Full Flavor Menthol King Size Smokers**

Kool KS, Salem KS, Newport Menthol KS and Marlboro Menthol KS smokers generally rate Basic KS similar to or better than their own brand on liking; these smokers rate Alpine KS lower than their own brand on liking.

Generally, Alpine KS is rated similarly to Newport on liking.

Basic KS tends to be rated consistently higher than Alpine KS.

### **Among Full Flavor Menthol 100mm Smokers**

Salem 100 smokers rate Alpine 100 the same as their own brand on liking.

Newport Menthol 100 smokers and B&H Menthol 100 smokers rate Alpine 100 lower than their own brand on liking.

Generally, smokers rate Alpine 100 the same as Salem 100.

### **Among Flavor Low Menthol King Size Smokers**

Marlboro Lights Menthol KS and Salem Lights KS smokers rate Alpine Lights KS similar to their own brand on liking.

Kool Milds KS smokers rate Alpine Lights KS lower than their own brand on liking.

### **Among Flavor Low Menthol 100mm Smokers**

Salem Lights 100 smokers rate Alpine Lights lower than their own brand on liking.

B&H Lights Menthol 100 smokers rate Alpine Lights 100 and Salem Lights 100 similarly on liking but rate both of them lower than their own brand.

Virginia Slims Lights Menthol 100 smokers rate Alpine Lights 100 lower than their own brand on liking but higher than they rate Salem Lights 100.

Alpine Lights 100 smokers rate its own brand similar to other premium menthol lights 100 brands on liking with the exception of Salem Lights 100, which it rates lower.

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## Smoker Groups

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- Full Flavor Menthol King Size
  - Kool KS
  - Salem KS
  - Newport KS
  - Marlboro Menthol KS
- Full Flavor Menthol 100mm
  - Salem 100
  - Newport 100
  - B&H Menthol 100
- Flavor Low Menthol King Size
  - Salem Lts KS
  - Kool Milds KS
  - Marlboro Lts Menthol KS
- Flavor Low Menthol 100mm
  - Salem Lts 100
  - B&H Lts Menthol 100
  - VA Slims Lts Menthol 100
  - Alpine Lts 100

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